

ISSUED BY THE NSW DEPARTMENT OF INDUSTRY

Tuesday 5 December 2017

DECATHLON PUTS SYDNEY IN THE STARTING LINE

Sydney has been chosen as the national base and the location for the first Australian store for French sporting company Decathlon in a vote of confidence for the city's retail sector.

The NSW Government worked with Decathlon to help them establish in NSW, assisting with market information and regulatory support.

Minister for Trade and Industry Niall Blair said the major sports goods store will inject fresh competition into our retail sector and signals the start of an ambitious expansion plan.

"Starting in Sydney, Decathlon's vision for Australia is to have 80 stores established over the next 20 years including 13 stores in NSW over the next decade," Mr Blair said.

"Each of these stores will require around 60 to 80 staff, providing around 1,000 new job positions in NSW alone.

"Setting up shop in NSW is always a smart move, we are the nation's leading economy and when it comes to sports it's safe to say we outplay other States."

Over 3,800 metres in size, Australia's first Decathlon store at Tempe Retail Park will support over 70 jobs and plans to open 24 hours for the next two weeks in the lead-up to Christmas with opening hours then set based on demand.

The Tempe store will carry over 7,000 product lines and cover over 70 different sports and include interactive experiences, active zones for testing sporting products, and areas for sporting organisations to showcase and conduct sign-up days and host BBQs and fundraising events.

Decathlon has a global network of 1,200 stores across 30 countries including in the UK, Europe and Asia employing about 80,000 people.

Decathlon Australia CEO Olivier Robinet said: "We're delighted to open in Australia and establish our national base in Tempe from where we aim to make sport more accessible than ever to Aussies and become a hub for local sporting communities."

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